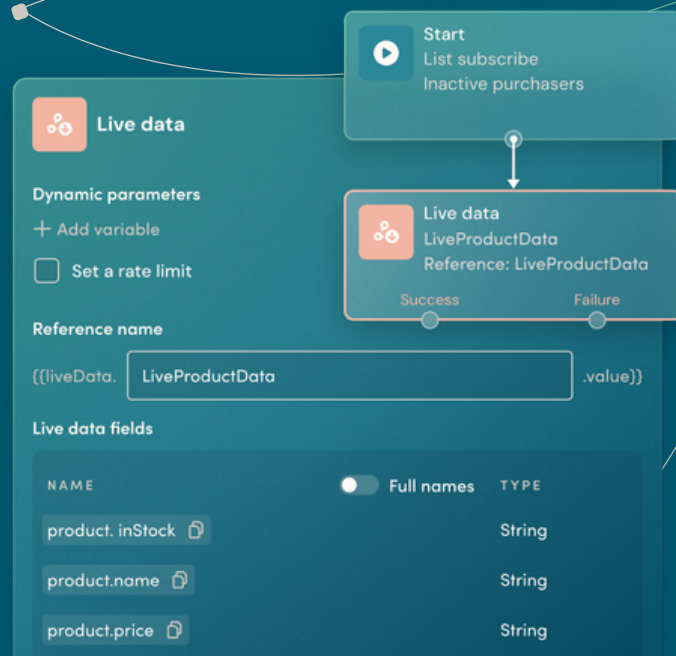




Journeys Live Data

**Make journey decisions
with what's true now.**

A journey can start with the right context and quickly become outdated as things change. Journeys Live Data brings real-time customer and business signals directly into the journey, so marketers can make decisions based on what's true in the moment, not what was true when the journey began.



Turn real-time signals into more relevant experiences

Adapt as conditions change

Use current inventory, eligibility, loyalty status, and other changing data to personalize, route, or adjust the experience in the moment.

Skip the repeated engineering work

Connect to an external data source once, then reuse that connection across journeys, giving marketers more autonomy to personalize experiences without repeated engineering support.

Avoid profile bloat

Access fast-changing information when it's needed without permanently storing it on the customer profile, reducing ongoing data maintenance so marketers can spend less time managing data and more time putting it to work.

“

Journeys Live Data lets us run multiple experiments within a single global journey — no custom middleware, no profile bloat. For a multi-market operation like HelloFresh, that flexibility has allowed us to scale experimentation across numerous live journeys without adding engineering overhead.

Peter de Jong, Associate Director Engineering
HelloFresh

